North Coast RNN Reach of Channel Utilization for Federal Fiscal Year 05

Channels utilized for services provided

Demanting Deviad	October	1, 2004 -	April 1, 2005 -		
Reporting Period		31, 2005	Septembe	r 30, 2005	
	Utilized	Percent of	Utilized	Percent of	
Activity	Channel	Agencies	Channel	Agencies	
RNN CONTRACTS	1	100%	1	100%	
CHANNELS					
Community Clinics	No		No		
Community Youth Organizations	Yes		Yes		
Faith/Church	No		No		
Farmers' Markets/Flea Markets	Yes		Yes		
Festivals	Yes		Yes		
Food Closets/Food Pantries	Yes		Yes		
Food Stamp Offices	Yes		Yes		
Grocery Stores/Supermarkets	Yes		Yes		
Head Start	Yes		Yes		
Healthcare Facilities	Yes		Yes		
Healthy Start/First Five Commissions	Yes		Yes		
Indian Tribal Organizations	Yes		Yes		
Internet/Web	Yes		Yes		
Other Community Based Organizations	No		No		
Parks, Recreation Centers	Yes		Yes		
Print	Yes		Yes		
Public Health Department	Yes		Yes		
Radio	Yes		Yes		
Restaurants/Diners/Catering Trucks	Yes		Yes		
Schools (K-12)/School Districts	Yes		Yes		
Senior Centers	Yes		Yes		
Soup Kitchens/Congregate Meal Sites	Yes		Yes		
Television	Yes		Yes		
Universities, Community Colleges	Yes		Yes		
University California Cooperative					
Extensions	Yes	-	Yes		
Web/Other Media	No	-	No		
WIC Sites	Yes		Yes		
Worksites/Employers/Labor Groups	Yes		Yes		
Other RNN TOTALS	No		No		

North Coast RNN Reach of Media Advertising Efforts for Federal Fiscal Year 05

Advertising includes any paid or public service placement that has a commercial look and does not contain editorial material. It includes PSA's for radio, TV, paid news print advertising, and outdoor placements such as billboards and bus wraps.

Reporting Period		1, 2004 - 31, 2005	April 1, 2005 - September 30, 2005		Year Totals	
Type of Advertising	Inputs	Consumer Impressions	Inputs	Consumer Impressions	Total Inputs	Total Consumer Impressions
RNN CONTRACTS	1		1			
TV						
paid TV ads	0	0	0	0	0	0
free TV ads	2	420,000	0	0	2	420,000
Radio						
paid radio ads	0	0	0	0	0	0
free radio ads	0	0	0	0	0	0
Print						
paid ads placed	0	0	0	0	0	0
Outdoor						
paid ads placed on billboards, bus stops, or other outdoor advertising	0	0	0	0	0	0
RNN TOTALS	2	420,000	0	0	2	420,000
Consumer Impressions may be dupli	cate counts					

North Coast RNN Reach of Public Relation Efforts for Federal Fiscal Year 05

Public Relations activities are things a program does to generate free news coverage of program activities or issues a program is trying to highlight.

Reporting Period	October 1, 2004 -		April 1, 2005 -		Year Totals	
reporting remod	March 31, 2005		Septemb	er 30, 2005	ı cur	100015
Type of Advertising	Inputs	Consumer Impressions	Inputs	Consumer Impressions	Total Inputs	Total Consumer Impressions
RNN CONTRACTS	1	1	1	1	1	1
TV						
# Agencies that submitted media alerts or						
tip sheets to TV	0	n/c	0	n/c	0	n/c
# Media alerts or tip sheets submitted	0	n/c	0	n/c	0	n/c
# Agencies that submitted press releases	0	n/c	0	n/c	0	n/c
# press releases submitted	0	n/c	0	n/c	0	n/c
TV stories aired from releases	0	n/c	0	n/c	0	n/c
Total TV interviews conducted	4	n/c	3	n/c	7	n/c
TV stories from interviews	8	19,500,000	3	19,500,000	11	39,000,000
Total number of TV inputs	12	19,500,000	6	19,500,000	18	39,000,000
D. 1:						
Radio						ı
# Agencies that submitted media tip	_		_			
sheets to radio	0	n/c	0	n/c	0	n/c
# Media alerts or tip sheets submitted	0	n/c	0	n/c	0	n/c
# Agencies that submitted press releases	0	n/c	0	n/c	0	n/c
# Press releases submitted to radio	0	n/c	0	n/c	0	n/c
Radio Stories from releases	0	n/c	0	n/c	0	n/c
Total # radio interviews conducted	0	n/c	0	n/c	0	n/c
Total # radio interviews aired	0	0	0	0	0	0
Total number of radio inputs	0	0	0	0	0	0
Print						
# Agencies that submitted any tip sheets						
to newspaper	0	n/c	0	n/c	0	n/c
# Media alerts or tip sheets submitted	0	n/c	0	n/c	0	n/c
# Agencies that submitted press releases	0	n/c	1	n/c	1	n/c
# Press releases submitted to print	0	n/c	14	n/c	14	n/c
Total print stories printed	0	0	1	292,000	1	292,000
Interviews with print outlets	0	n/c	7	n/c	7	n/c
Print Stories from interviews	0	0	7	303,000	7	n/c
Total number of print inputs	0	0	30	595,000	30	292,000
RNN TOTALS	12	19,500,000	36	20,095,000	48	39,292,000
n/c = not collected						
Consumer Impressions may be duplicate c	ounts					

North Coast RNN Reach of Media Advocacy Efforts for Federal Fiscal Year 05

Media advocacy describes when media is used to promote a policy agenda. It includes three basic steps: setting the agenda, shaping the debate, and advancing the policy. Media advocacy work has a clear expectation of social change resulting from the efforts.

Reporting Period	October 1, 2004 - April 1, 2005 - Yes March 31, 2005 September 30, 2005		•		Year '	Totals
Type of Advertising	Inputs	Consumer Impressions	Consumer		Total Inputs	Total Consumer Impressions
RNN CONTRACTS	1		1			
# Feature Articles Submitted	1	n/c	2	n/c	3	n/c
Total Feature Stories Run	1	0	2	270,000	3	270,000
# Letters to Editor Submitted	0	n/c	0	n/c	0	n/c
Total Letters to the Editor Run	0	0	0	0	0	0
Total Editorial Board Meetings						
Attended	0	n/c	0	n/c	0	n/c
RNN TOTALS	2	0	4	270,000	6	270,000

n/c = not collected

North Coast RNN Reach of Sales Promotions Activities for Federal Fiscal Year 05 (Page 1 of 2)

Reporting Period		1, 2004 -	_	April 1, 2005 - September 30, 2005		Year Totals	
Activity	Number of Events / Activities	Number of Participants (Consumer Impressions)	Number of Events / Activities	Number of Participants (Consumer Impressions)	Total Number of Events / Activities	Total Consumer Impressions	
RNN CONTRACTS	1	impressions)	neuvides	impressions)	neuvines	impressions	
Grocery Stores			•				
# taste tests at grocery stores	0	0	6	170	6	170	
# grocery store tours	0	0	1	28	1	28	
# other grocery promotions	6	2,100	3	355	9	2,455	
Total Grocery Store Events	6	2,100	10	553	16	2,653	
Farmer's Markets							
# farmer's market taste tests	3	40	6	95	9	135	
# farmer's market tours	0	0	4	79	4	79	
# other farmers market events	0	0	12	294	12	294	
Total Farmers Market Events	3	40	22	468	25	508	
Restaurants							
# taste tests at restaurants	0	0	9	318	9	318	
# restaurant tours	0	0	1	28	1	28	
# other restaurant promotions	0	0	0	0	0	0	
Total Restaurant Events	0	0	10	346	10	346	
School and Worksite Food Service							
# cafeteria merchandising	1,792	334,308	2,000	15,979	3,792	350,287	
# menu promotions	2,172	6,322	16	3,704	2,188	10,026	
# other school and worksite	00.4	02.220	057	100.007	1.040	016 564	
promotions Total School and Worksite	984	93,228	856	123,336	1,840	216,564	
Events	4,948	433,858	2,872	143,019	7,820	576,877	

Reach of Sales Promotions Activities continued on the next page

North Coast RNN Reach of Sales Promotions Activities for Federal Fiscal Year 05 (Page 2 of 2) October 1, 2004 - March April 1, 2005 - September Reporting Period **Year Totals** 31, 2005 30, 2005 Number of Number of Total Number of **Participants** Number of **Participants Total Number** Events / (Consumer Events / (Consumer of Events / Consumer Impressions) Impressions) Activities Activities Impressions Activity Activities RNN CONTRACTS 1 1 Other Special Events # organized sports events 4 540 2 410 6 950 4 8 1,585 12 # health fairs 1,535 3,120 0 950 0 950 # festivals 1 1 1 500 1 500 2 1,000 # community forums 0 0 0 0 0 # federal food assistance 0 0 0 0 0 0 0 # walk to school # TV turn off 0 0 0 0 0 0 0 0 0 0 0 0 # radio remotes 2 49 349 # of other events 300 6 8 **Total Special Events** 11 2,875 18 3,494 29 6,369 4,968 438,873 2,932 7,900 586,753 **RNN TOTALS** 147,880

North Coast RNN Reach Personal Sales for Federal Fiscal Year 05 (Page 1 of 4)

Personal sales are most like traditional nutrition education. Classes are defined as a single class and/or each lesson in a series of separate lessons or professional development sessions. Participation in one class is the sum of individuals attending a single class or one lesson in a series. In a series of classes, each class must be in/alluded in the total number of impressions. Materials distribution is also considered a "personal sales" activity. Please write the name of each item distributed and the number that was distributed.

Domantina Davia I	October 1, 2004 -		April 1, 2005 -		Year Totals	
Reporting Period	March 3	31, 2005	Septembe:	r 30, 2005	1 car 10tais	
Activity	Number of Classes / Activities	Number of Participants (Consumer Impressions)	Number of Classes / Activities	Number of Participants (Consumer Impressions)	Total Number of Classes / Activities	Total Consumer Impressions
RNN CONTRACTS	1		1			
Classes and Trainings						
# nut ed classes conducted	189	5,436	447	11,781	636	17,217
# provider training classes	12	73	12	121	24	194
# nutrition decathlon	9	60	9	909	18	969
# pa-nut class	0	0	0	0	0	0
# "other" classes	0	0	0	0	0	0
Total Classes and Trainings	210	5,569	468	12,811	678	18,380

Reach of Network Personal Sales Activities for RNNs on the following page

]	North Coas	st RNN			
Reach Pe	rsonal Sales	for Federal	Fiscal Year	05 (Page 2 o	of 4)	
Reporting Period	October March 3	•	_	, 2005 - r 30, 2005	Year Totals	
Activity	Quantity Distributed	Consumer Impressions	Quantity Distributed	Consumer Impressions	Total Quantity Distributed	Total Consumer Impressions
RNN CONTRACTS	1		1			
Materials Distributed						
Newly Developed Materials # curriculums and lessons						
developed	0	n/c	0	n/c	0	n/c
# promotional items developed	0	n/c	0	n/c	0	n/c
# other items developed	0	n/c	0	n/c	0	n/c
Total Newly Developed Materials	0	n/c	0	n/c	0	n/c
Previously Developed Materials						
# curriculums and lessons previously developed	32	n/c	58	n/c	90	n/c
# promotional items previously developed	19,082	n/c	29,860	n/c	48,942	n/c
# other items previously developed Total Previously Developed	2,484	n/c	10,490	n/c	12,974	n/c
Materials	21,598	n/c	40,408	n/c	62,006	n/c
Other Nutrition Materials, Non-Network Produced						
# Other Program curriculum previously developed	0	n/c	0	n/c	0	n/c
# Other Program promotional item previously developed	550	n/c	1,200	n/c	1,750	n/c
# Other Program other types of materials previously developed	35	n/c	20	n/c	55	n/c
Total Other Nutrition Materials, Non-Network Produced	585	n/c	1220	n/c	1805	n/c
n/c = not collected	Airidian Com DAI	NI 41 C-11				
Reach of Network Personal Sales Ac	ctivities for RN	ins on the follo	wing page			

North Coast RNN Reach Personal Sales for Federal Fiscal Year 05 (Page 3 of 4)

Reporting Period	October March 3	•	April 1 Septembe		Year '	Totals
Activity	Quantity Distributed	Consumer Impressions	Quantity Distributed	Consumer Impressions	Total Quantity Distributed	Total Consumer Impressions
RNN CONTRACTS	1		1			
Food Stamp Materials						
Changing the Scene	0	n/c	0	n/c	0	n/c
Nutrition Nibbles	0	n/c	0	n/c	0	n/c
Fruits and Vegetables Galore	0	n/c	0	n/c	0	n/c
Other	0	n/c	2,000	n/c	2,000	n/c
Total Food Stamp Materials	0	n/c	2,000	n/c	2,000	n/c

n/c = not collected

Reach of Network Personal Sales Activities for RNNs on the following page

North Coast RNN Reach Personal Sales for Federal Fiscal Year 05 (Page 4 of 4)								
Reporting Period	October 1, 2004 - April 1, 2005 -							
Activity	Number of Websites	Number of Upplicate Number of Duplicate				Total Internet Hits (Duplicate Count)		
RNN CONTRACTS Internet	1		1					
# Websites	2	n/a	2	n/a	n/a	0		
Total Internet 2 n/a 2 n/a n/a 0 RNN TOTALS 22,395 5,569 44,098 12,811 66,489 18,380								
n/a = not applicable								

North Coast RNN

Reach of Environmental Change Efforts for Federal Fiscal Year 05 (Page 1 of 2)

Environmental change includes changes to the economic, social or physical environments.

Domontina Dovio d	October :	1, 2004 -	April 1, 2005 -		
Reporting Period	March 3	1, 2005	September 30, 2005		
	Support Policy	Percent of	Support Policy	Percent of	
Activity	Change	Agencies	Change	Agencies	
RNN CONTRACTS	1	100%	1	100%	
ENVIRONMENT					
Developed and maintained partnerships to					
work towards environmental change	Yes		Yes		
Developed/maintained school or community					
garden	No		No		
Encouraged restaurants and grocery stores to					
carry culturally appropriate foods and					
healthier choices	No		No		
Improved access and appearance of stairwells	No		No		
Improved food choices in cafeterias and					
worksites	Yes		Yes		
Improved transportation to and from					
markets	No		No		
Increased daily nutrition announcements,					
tips and posters in schools and worksites	Yes		Yes		
Increased distribution and access to fruits					
and vegetables in local stores	No		No		
Increased fruits and vegetables at group					
functions	Yes		Yes		
Increased lighting, paths, times to promote	N		N.		
biking and walking	No		No		
Increased promotion of and access to					
information for federal food assistance	**		.,,		
programs	Yes		Yes		
Initiated/Implemented farmers' market,					
coop, CSA or other agriculture related					
environmental change	No		No		
Initiated/Implemented school salad bar	W		V		
program	Yes		Yes		
Limited access to high fat milk products	No		No		
Limited access to soda	Yes		Yes		
Limited access to unhealthy foods	No		No		
Made healthy snack carts available	Yes		Yes		
Replaced vending machine choices with					
healthier foods	Yes		Yes		

RNN TOTALS

Policy, Systems & Environment changes continue on the next page.

North Coast RNN Reach of Policy Change Efforts for Federal Fiscal Year 05 (Page 2 of 2)

Policies include laws, regulations and rules (both formal and informal). Examples: school board food policies banning the sale of soda and junk food on school campuses; organizational rules that provide time off during work hours for physical activity.

Reporting Period	October 1, 2004 - March 31, 2005		-	April 1, 2005 - September 30, 2005		
Activity	Support Policy Change	Percent of Agencies	Support Policy Change	Percent of Agencies		
RNN CONTRACTS	1	100%	1	100%		
POLICY						
Adopt local policies that require sidewalks, bike paths and safe routes	No		No			
Establish policies that make after school programs are available and promote						
nutrition and physical activity	No		No			
Established commercial free schools	No		No			
Established policies about serving healthier foods at meetings or event	Yes		Yes			
Established policies regarding food stamps, food security or food banks	Yes		Yes			
Established policies that decreased unhealthy foods and beverages at schools	Yes		Yes			
Established policies that ensure implementation of physical education in K-12	No		No			
Established policies that require at least 50% of food in school food service are	Yes		Yes			
healthy options Established policies to encourage	ies		ies			
Established policies to encourage development of healthy food vendors	No		No			
Ratified rules to promote physical activity	No		No			
Worked with Farmers' Markets to increase participation in food assistance programs	Yes		Yes			
Worked with groups for policy agenda RNN TOTALS	Yes		Yes			